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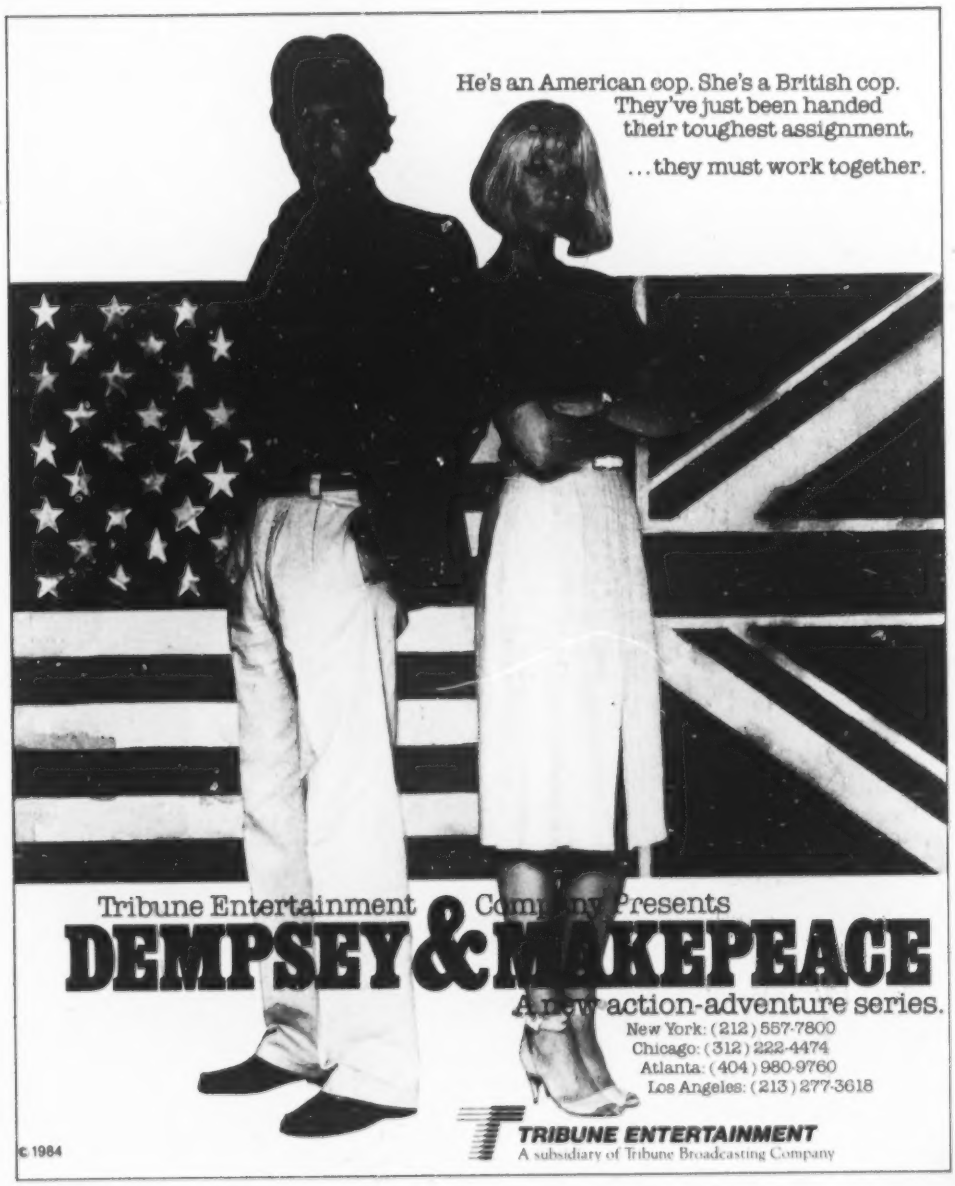
The Fifth Estate

Broadcasting Dec 10



54th Year 1984

A requiem for the new media

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Vol. 107 No. 24

Broadcasting Dec 10

Wall-to-Wall on Western Cable and RTNDA
Tolling the bells for new media

WESTERN CABLE □ General outlook for cable remains bullish, according to industry representatives gathered in Anaheim, Calif., for Western Cable Show. Concerns over Cable Communications Policy Act, copyright legislation contribute to subdued tone of meeting. BROADCASTING's extensive convention coverage begins on **PAGE 31.**

NEWS GATHERERS GATHERING □ In speeches and sessions, Annual Radio-Television News Directors Association convention in San Antonio addresses number of issues affecting news media. Topics include election day polling, libel suits. NBC's Grossman lauds local news; ABC's Donaldson says Reagan is keeping his distance from press. Coverage begins on **PAGE 36.**

PULLING THE PLUG □ A new set of initials, RIP, may replace many familiar ones in the new media mix as competitors to traditional broadcast and cable delivery find no firm footholds in the Fifth Estate. In this wide-ranging special report, BROADCASTING talks with executives from within and outside the media involved, and with financial analysts who follow media fortunes. The result is a blow-by-blow account of what put some new communications contenders on the ropes and others on the canvas. **PAGES 43-70.**

SWEEPS □ Arbitron, Nielsen, disagree over winners in number of markets, according to station-compiled averages of overnight metered ratings. Final tabulations should begin going to stations early this week. **PAGE 74.**

ACE HIGH □ National Cable Television Association honors its best and brightest at the 6th annual ACE awards ceremony in Los Angeles. **PAGE 82.**

HEAD TO HEAD □ United States Football League Commissioner Chet Simmons tells New York chapter of National Academy of Television Arts and Sciences that switch to fall schedule is move to get rights deal from two broadcast networks. **PAGE 84.**

STEP FORWARD □ National Commission on Working Women annual review gives good marks to television's portrayal of women, citing more women characters, more minorities, focus on issues of interest to women. **PAGE 84.**

THE GOOD FIGHT □ Stepping up its campaign against alcohol and other drug abuse, the National Association of Broadcasters has made available package of 26 PSA's to commercial stations. **PAGE 88.**

CABLE REVISION □ FCC launches rulemaking to bring its rules in line with Cable Communications Policy Act of 1984; grants conditional go-ahead to four DBS applicants. **PAGE 93.**

BEG PARDON □ United Kingdom objects to Region 2 DBS satellite proposal. Members of U.S. delegation in London for talks about scheduled World Administrative Radio Conference on space systems say concerns do not pose "serious problems." **PAGE 95.**

MAKEOVER □ Third-place *CBS Morning News* gets facelift with format change to magazine style and addition of Phyllis George as co-anchor. **PAGE 97.**

DIVIDENDS □ FCC Commissioner Dennis Patrick, a transplanted southern Californian, finds the banks of the Potomac hold his political fortunes. **PAGE 119.**

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the service—when compared to November 1983. The station recently fired its third news director in two years after six months on the job (BROADCASTING, Dec. 3).

All three affiliates carry the network newscasts at 6:30, but when the stations take over again at 7 for a full hour of prime access it becomes a three-way race for second place.

KYW-TV picks up momentum with *People's Court* at 7-7:30, averaging a 10.2/17 in Arbitron and a 9.3/16 in Nielsen. WCAU-TV, with *Entertainment Tonight* opposite *People's Court*, recorded a 9.8/17 in Arbitron and a 9.2/16 in Nielsen. The second of two back-to-back episodes of *M*A*S*H* at 7-7:30 delivered WTAF-TV a 10.1/17 in Arbitron and a 9.9/17 in Nielsen.

But again WPVI-TV is out front in access with *Tic Tac Dough* at 7-7:30, recording a 16.8/28 in Arbitron and a 13.2/23 in Nielsen (down two and six share points, respectively, compared to last year). WPVI-TV widens its margin at 7:30-8 with *Wheel of Fortune*,

CBS makes it 10 in a row

With two Sunday night specials among the top 10 ranked shows of the week, CBS won the 10th week of the 1984-85 prime time season by 1.9 rating points over second-place NBC and 3.7 rating points over ABC. For the week ended Dec. 2, CBS averaged an 18.4 rating and 29 share while NBC averaged a 16.5/26 and ABC averaged a 14.7/23.

It was also a week for low-rated pilots and the premiere of new backup series. ABC aired two pilots, *Never Again* and *Mr. Mom*, on Friday (Nov. 30) that were not burned off during the summer and both were among the five lowest-rated shows of the week. NBC's repair job on Saturday night brought it the 59th and 55th ranked programs, respectively: the returning and revamped *Double Trouble* at 8:30-9 and the premiere of *Spencer*, at 9:30-10.

CBS had six of the top 10 shows, NBC had three and ABC one. Three of the top 10 were not regular series. The top-rated show was CBS's *Kenny Rogers and Dolly Parton Christmas* special on Sunday (Dec. 2), which pulled a 27.5/38, and a *Circus of the Stars* special following it earned a 25.1/37 and ranked fourth for the week. Forty-seven minutes of NFL football, which ran over into prime time on Sunday, also slipped into the top 10, averaging a 22.3/34 on NBC.

CBS won Thursday, Friday and Sunday; NBC took Monday and Tuesday; ABC won Wednesday and Saturday. The highest-rated night of the week was Sunday on CBS, which averaged a 25.3/38 at 8-11 (NYT).

The combined network rating/share totaled 49.6/78; down 2.4 rating points and off one share point compared to the corresponding week a year ago (Nov. 28-Dec.4, 1983). HUT levels were 63.8 this year and 65.6 last year, a drop of 3%.

Highlights of the week, night by night:

□ NBC maintained its lead the entire evening, beginning with *Television Bloopers & Practical Jokes* and running through its made-for-TV Monday night movie, *Rearview Mirror*. ABC's *Call to Glory* in the 8-9 period averaged an 11.1/17, its lowest of 13 episodes. In the see-saw battle between *Bloopers* and *Scarecrow & Mrs. King*, *Bloopers* took the period by three share points over *Scarecrow*.

□ NBC's regular Tuesday lineup of *A-Team*, *Riptide* and *Remington Steele* gave that network its usual Tuesday victory. ABC came in second at 8-9 with *Three's a Crowd* and *Who's the Boss?* performing a share point above their season-to-date averages against a *Heroes and Sidekicks* special on CBS. But ABC, which came in third for the night, progressively lost ground over the course of the evening until *Paper Dolls* ended up with an average 9.9/17, its lowest rating yet.

□ ABC won Wednesday with both *Dynasty* and *Hotel* achieving some of their highest ratings of the season. NBC's *Highway to Heaven* beat *The Fall Guy* on ABC in the 8-9 time period, but—at 18.1/28—it was *Highway*'s poorest rating yet. The CBS Wednesday night movie, a TV movie titled *Death Hunt*, averaged an 11.8/19 and was 57th out of 69 ranked shows for the week.

□ With two shows in the top 10 and another just outside, CBS managed to beat out NBC's highest-rated Thursday night of the season. A repeat of the first episode of *The Cosby Show* achieved a 23.2/35—its best performance to date—followed by a record 21.5/32 for *Family Ties*, which led into the second-highest ratings of the season for *Cheers* and *Hill Street Blues*. CBS's *Simon & Simon* also set a record for the season.

□ CBS won Friday although it lost the 8-9 period with *Dukes of Hazzard* to both ABC and—by two-tenths of a rating point—to NBC. *Benson* and *Webster* at a 29 share each had their best performances of the season and NBC's *V* for the second consecutive week beat *Dukes* on CBS. However, ABC's 29 share lead-in generated by its 8-9 comedy block was not enough to boost the sampling above a 16 share for *Never Again* and *Mr. Mom*, two comedy pilots left over from the spring selection. CBS's *Dallas*—as has been the case four weeks out of the past 10—was the top-rated series of the week, although its 25.9 rating was its lowest this season.

□ ABC squeezed a Saturday night victory over CBS by three-tenths of a rating point. NBC lost the 8-9 block of *Diff'rent Strokes* and *Double Trouble* to a *Rudolph the Red-Nosed Reindeer* special on CBS and, for the first time this season, even came in behind *T.J. Hooker* on ABC. NBC's *Gimme a Break* in its new 30-minute later time period behind *Double Trouble* performed about average. ABC's *Finder of Lost Loves* at 10-11 outperformed its season average by one rating point.

□ CBS glided to its usual Sunday victory with all three of its shows—*60 Minutes* plus two specials—ranking in the top 10. *Hardcastle & McCormick* on ABC and *Knight Rider* on NBC along with each network's respective movie period all performed significantly below season-to-date levels.

Rank	Show	Network	Rating/Share
1.	Kenny & Dolly: Xmas Special	CBS	27.5/38
2.	Dallas	CBS	25.9/41
3.	Dynasty	ABC	25.2/38
4.	Circus of the Stars	CBS	25.1/37
5.	Simon & Simon	CBS	24.5/37
6.	60 Minutes	CBS	23.6/36
7.	Bill Cosby Show	NBC	23.2/35
8.	A-Team	NBC	22.8/34
9.	Football, 7-7:45 p.m.	NBC	22.3/34
10.	Magnum, P.I.	CBS	21.6/32
11.	Family Ties	NBC	21.5/32
12.	Knots Landing	CBS	21.4/36
13.	Falcon Crest	CBS	21.1/33
14.	Hotel	ABC	21.0/36
15.	Cheers	NBC	20.5/30
16.	Rearview Mirror	NBC	19.9/30
17.	Riptide	NBC	19.5/29
18.	TV Bloopers & Prac. Jokes	NBC	19.1/28
19.	Hill Street Blues	NBC	18.9/32
20.	Kate & Allie	CBS	18.7/27
21.	Webster	ABC	18.1/29
22.	Highway to Heaven	NBC	18.1/28
23.	Newhart	CBS	18.0/28
24.	Night Court	NBC	17.9/27
25.	Football, N.Y. Jets vs. Miami	ABC	17.7/29
26.	Benson	ABC	17.5/29
27.	Remington Steele	NBC	17.1/29
28.	A Touch of Scandal	CBS	17.0/27
29.	Scarecrow & Mrs. King	CBS	17.0/26
30.	Cagney & Lacey	CBS	16.9/27
31.	Fall Guy	ABC	16.8/26
32.	Rudolph Red-Nosed Reindeer	CBS	16.2/27
33.	Facts of Life	NBC	16.1/25
34.	Three's a Crowd	ABC	16.9/24
35.	Who's the Boss?	ABC	16.3/23
36.	Love Boat	ABC	15.1/25
37.	Finder of Lost Loves	ABC	14.8/27
38.	Fort Apache: The Bronx	NBC	14.7/22
39.	Escape From Alcatraz	ABC	14.4/22
40.	Funniest Joke Ever Heard #2	ABC	14.4/21
41.	Gimme a Break	NBC	14.2/24
42.	T.J. Hooker	ABC	14.2/24
43.	It's Your Move	NBC	14.0/21
44.	Knight Rider	NBC	14.0/19
45.	Cover-Up	CBS	13.9/25
46.	Miami Vice	NBC	13.9/24
47.	Hardcastle & McCormick	ABC	13.9/19
48.	V	NBC	13.6/22
49.	St. Elsewhere	NBC	13.4/23
50.	Dukes of Hazzard	CBS	13.4/22
51.	Charles in Charge	CBS	13.2/21
52.	Hunter	NBC	13.1/21
53.	Mike Hammer	CBS	13.0/22
54.	Diff'rent Strokes	NBC	12.6/22
55.	Spencer	NBC	12.1/20
56.	Football, Wash. vs. Minn.	ABC	11.8/20
57.	Death Hunt	CBS	11.8/19
58.	Matt Houston	ABC	11.4/19
59.	Double Trouble	NBC	11.3/19
60.	E/R	CBS	11.3/17
61.	Call to Glory	ABC	11.1/17
62.	Heroes & Sidekicks	CBS	11.0/17
63.	Punky Brewster	NBC	10.8/16
64.	Ripley's Believe It or Not	ABC	10.6/16
65.	20/20	ABC	10.4/16
66.	Mr. Mom	ABC	10.1/16
67.	Never Again	ABC	10.0/16
68.	Paper Dolls	ABC	9.9/17
69.	Partners in Crime	NBC	9.3/17

*indicates premiere episode

transmitter by remote control. Action Nov. 14.

■ KEZY (1190 khz) Anaheim, Calif.—Granted app. to increase night power to 2.5 kw; change night TL, and make changes in ant. sys. Action Nov. 21.

■ KIEV (870 khz) Glendale, Calif.—Granted app. to operate transmitter by remote control. Action Nov. 16.

■ WLTH (1370 khz) Gary, Ind.—Granted app. to operate transmitter by remote control. Action Nov. 16.

■ WBUL (1470 khz) Fort Knox, Ky.—Returned app. to change city of lic. to Shepherdsville, Ky.; increase power to 5 kw; change TL, and make changes in ant. sys. Action Nov. 26.

■ WRUS (610 khz) Russellville, Ky.—Granted app. to add night service with 500 w; change TL, and make changes in ant. sys. Action Nov 21.

■ WTHU (1450 khz) Thurmont, Md.—Granted app. to increase night power to 400 w. Action Nov. 19.

■ WJDQ (1240 khz) Meridian, Miss.—Granted app. to change TL and make changes in ant. sys. Action Nov. 16.

■ WJTN (1240 khz) Jamestown, N.Y.—Granted app. to increase night power to 500 w. Action Nov. 20.

■ WKIP (1450 khz) Poughkeepsie, N.Y.—Granted app. to increase night power. Action Nov. 19.

■ WNYR (990 khz) Rochester, N.Y.—Granted app. to make changes in ant. sys. Action Nov. 27.

■ WLVQ (96.3 mhz) Columbus, Ohio—Granted app. to operate formerly authorized facilities as aux. Action Nov. 26.

■ WOSU (820 khz) Columbus, Ohio—Granted app. to add night service with 1 kw and make changes in ant. sys. Action Nov. 20.

■ WGFW (1580 khz) Morovis, P.R.—Granted app. to operate transmitter by remote control. Action Nov. 21.

■ KCTI (1450 khz) Gonzales, Tex.—Granted app. to increase day power to 1 kw. Action Nov. 26.

FM's

■ WKXX (106.9 mhz) Birmingham, Ala.—Granted app. to change HAAT to 993 ft. Action Nov. 20.

■ WKMX (106.7 mhz) Enterprise, Ala.—Granted app. to change HAAT to 1,068.3 ft. Action Nov. 27.

■ WBLX (92.9 mhz) Mobile, Ala.—Granted app. to change TL; change ERP to 10 kw, and change HAAT to 1,598 ft. Action Nov. 27.

■ KSNA (107.5 mhz) Anchorage—Granted app. to change TL and change HAAT to minus 295 ft. Action Nov. 26.

■ KWHL (106.5 mhz) Anchorage—Granted app. to change HAAT to minus 89 ft. Action Nov. 5.

■ KLLY (95.3 mhz) Oildale, Calif.—Granted app. to change ERP to 2.2 kw and change HAAT to 346 ft. Action Nov. 20.

■ KALF (95.7 mhz) Red Bluff, Calif.—Granted app. to change TL; change ERP to 7 kw, and change HAAT to 1,265 ft. Action Nov. 19.

■ KCRP (105.5 mhz) Rosamond, Calif.—Dismissed app. to change TL and change HAAT to 328 ft. Action Nov. 23.

■ KZFR (103.1 mhz) South Lake Tahoe, Calif.—Accepted app. for filing to change ERP to 3.1 kw. Action Oct. 19.

■ KSEQ (97.1 mhz) Visalia, Calif.—Granted app. to change ERP to 23 kw and change HAAT to 682 ft. Action Nov. 20.

■ WSOR (95.3 mhz) Fort Myers, Fla.—Granted app. to change HAAT to 328 ft. Action Nov. 23.

■ WLVE (93.9 mhz) Miami Beach, Fla.—Granted app. to change SL to 194 NW 187th St., Miami. Action Nov. 16.

■ WAJX (98.3 mhz) Titusville, Fla.—Granted app. to change HAAT to 328 ft. Action Nov. 27.

■ WKMD (94.3 mhz) Loogootee, Ind.—Granted app. to change TL; change ERP to 1.8 kw, and change HAAT to 426.4 ft. Action Nov. 27.

■ WNSN (101.5 mhz) South Bend, Ind.—Granted app. to change ERP to 13 kw. Action Nov. 27.

■ WMMQ (92.7 mhz) Charlotte, Mich.—Granted app. to change ERP to 1.3 kw and change HAAT to 483 ft. Action Nov. 27.

■ WHER (103.7 mhz) Hattiesburg, Miss.—Granted app. to change TL; change HAAT to 993.84 ft., and make changes in ant. sys. Action Nov. 19.

■ WNSL (100.3 mhz) Laurel, Miss.—Granted app. to change TL and change HAAT to 325 ft. Action Nov. 19.

■ *KOPN (89.5 mhz) Columbia, Mo.—Dismissed app. to change TL; change ERP to 20 kw, and change HAAT to 219 ft. Action Nov. 23.

■ WAXC (92.1 mhz) Wapakoneta, Ohio—Granted app. to change TL; change HAAT to 328 ft., and make changes in ant. sys. Action Nov. 27.

■ KTNC-FM (95.3 mhz) Falls City, Neb.—Granted app. to change TL; change HAAT to 970 ft., and make changes in ant. sys. Action Nov. 23.

■ *WMNJ (88.9 mhz) Madison, N.J.—Granted app. to change ERP to 0.1 kw. Action Nov. 16.

■ WKGL-FM (92.7 mhz) Middletown, N.Y.—Granted app. to change ERP to 3 kw. Action Nov. 26.

■ WXRC (95.7 mhz) Hickory, N.C.—Granted app. to change TL and change HAAT to 1,275 92 ft. Action Nov. 20.

■ WYCQ (102.9 mhz) Shelbyville, Tenn.—Dismissed app. to change TL; change ERP to 100 kw; change HAAT to 1,150 ft., and make changes in ant. sys. Action Nov. 20.

■ KTXQ-FM (102.1 mhz) Fort Worth—Granted app. to install aux. ant. Action Nov. 26.

■ KZRQ (92.1 mhz Seabrook, Tex.—Granted app. to change ERP to 1.4 kw. Action Nov. 27.

■ KRGO-FM (107.9 mhz) Roy, Utah—Granted app. to install new transmission sys. Action Nov. 21.

■ WAVA (105.1 mhz) Arlington, Va.—Granted app. to change HAAT to 541 ft.; change ERP to 41 kw, and make changes in ant. sys. Action Nov. 27.

■ KHIT (106.9 mhz) Bremerton, Wash.—Accepted app. for filing to change ERP to 95.8 kw and change HAAT to 1,494 ft. Action Oct. 2.

■ KLYK (105.5 mhz) Longview, Wash.—Granted app. to change ERP to 0.316 kw. Action Nov. 26.

■ KOTB (106.3 mhz) Evanston, Wyo.—Accepted app. for filing to make changes in ant. sys. Action Nov. 20.

TV's

■ *WCAE (ch. 50) Gary, Ind.—Granted app. to change ERP to vis. 1,227 kw, aur. 122.7 kw; change HAAT to 1,007, and change TL. Action Nov. 21.

■ KTDZ (ch. 24) Portland, Ore.—Granted app. to change HAAT to 1,785 ft.; change TL, and make changes in ant. sys. Action Nov. 26.

■ *WHRO-TV (ch. 15) Hampton-Norfolk, Va.—Granted app. to change ERP to vis. 2,748 kw, aur. 274.8 kw; change HAAT to 968 ft., and make changes in ant. sys. Action Nov. 19.

Summary of broadcasting as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	551
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	Sought by
	New FM
WKLJ	Oxford Radio, Oxford, Miss.
	New TV
WVUW	Housatonic Broadcast Co., Pittsfield, Mass.
	Existing AM
KRNN	KBUC KSDR Inc., San Antonio
	Existing FM's
*WTCE	WSMC-FM Southern College of Seventh-day Adventists, Collegedale, Tenn.
KATI-FM	KAWY Mountain West Broadcasting Inc., Casper, Wyo.
	Existing TV
WMVP	WSCT TV56 Ltd., Melbourne, Fla.

Grants

Call	Assigned to
	New AM
KCKX	Elizabeth I. Wamsley, Stayton, Ore.
	New FM's
KGAP	Southwestern Broadcasting Co., Gurdon, Ark.
KRBZ	Tusayan Broadcasting Co., Tusayan, Ariz.
KSJT-FM	La Unica Broadcasting Co., San Angelo, Tex.
	New TV
KTRG	TRG Broadcasting Systems Inc., Jacksonville, Tex.
	Existing AM's
WGTT	WQMS Metrosouth Broadcasting Inc., Alabaster, Ala.
WRJR	WNIZ Lake County Broadcasting Co., Zion, Ill.
WDJO	WMLX DKM Broadcasting Corp., Cincinnati
WIEZ	WMRF Mifflin County Broadcasting Co., Lewistown, Pa.
WPRQ	WIKV David T. Murray, Colonial Heights, Tenn.
WRHX	WVBK United Communications Corp., Herndon, Va.
KARR	KGAA Pro Circuit Inc., Kirkland, Wash.
	Existing FM's
WRJM	WIGC Shelly Broadcasting Co., Troy, Ala.
KJIZ	KQTA Pillar Mountain Broadcasters Inc., Kodiak, Alaska
WSSP	WRKT-FM Cocoa Beach Broadcasting Co., Cocoa, Fla.
WNKS	WVOC Aylett B. Coleman, Columbus, Ga.
WNNK-FM	WTPA-FM Keymarket Communications of Pennsylvania Inc., Harrisburg, Pa.
WVHT	WONE-FM Marja Broadcasting Corp., Elkins, W. Va.
	Existing TV
WHOI	WRAU-TV Forward of Illinois Inc., Peoria, Ill.